

Message Text

UNCLASSIFIED

PAGE 01 LONDON 14152 301939Z

62

ACTION COME-00

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TO SECSTATE WASHDC 5221

UNCLAS LONDON 14152

E.O. 11652: N/A

TAGS: BEXP, BFOL, UK

SUBJECT: GLOBAL MARKET RESEARCH - FOOD PROCESSING &
PACKAGING EQUIPMENT (UK)

REF: (A) STATE 225181; (B) LONDON 13914

1) TOWERS, PERRIN, FORSTER & CROSBY MEMO COVERING
POINTS RAISED IN REF (A) AIRMAILED 10/30.

2) AS ANTICIPATED IN REF B, GREATEST PROBLEM LAY IN
ANALYSIS OF SALES OF FOOD-PACKAGING EQUIPMENT BY TYPE
OF EQUIPMENT. HOWEVER, CONTRACTOR HAS DEVELOPED
ESTIMATED SALES OF SUCH EQUIPMENT BY VERY BROAD CATE-
GORIES, AFTER CONSULTATION WITH END-USERS AND "PACKAG-
ING INDEX".

3) BALANCE OF COMMENTS APPEAR GENERALLY RESPONSIVE,
ALTHOUGH J. LYONS FACTORY INQUIRY PROVED RATHER
UNPRODUCTIVE, AND ITEM ON POSSIBLE EXPANSION IN MEAT
PROCESSING AND DAIRY PRODUCTS (AS DISTINCT FROM
CHANGING APPROACH TO PREPARATION FOR RETAIL SALE) COULD
NOT BE EXPENDED.
SOHM

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Message Attributes

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Disposition Date: 01 JAN 1960
Disposition Event:
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